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1921

Expansion and Endowment Number

CAMPAIGN FOR $200,000

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CEDARVILLE COLLEGE

Cedarville Ohio, August 1921

READ—

PRAY—

GIVE—

CEDARVILLE COLLEGE PLACED UPON A PERMANENT FINANCIAL FOUNDATION MEANS AN ASSOCIATION COLLEGE WHICH WILL APPEAL TO THE BEST YOUNG MEN AND WOMEN OF AMERICA.

WE MUST MAKE CEDARVILLE AN ASSOCIATION COLLEGE

WE MUST—AND WE WILL

CAMPAIGN FOR

$200,000 Expansion and Endowment Fund

For Cedarville College

BY THE UNANIMOUS VOTE OF THE BOARD OF TRUSTEES OF CEDARVILLE COLLEGE, A VIGOROUS CAMPAIGN IS TO BE WAGED DURING THE NEXT FEW WEEKS FOR THE PURPOSE OF INCREASING THE PERMANENT EXPANSION AND ENDOWMENT FUND.

Dear Friend of Cedarville College:

In this booklet we have tried to give you an idea of the great need and possibilities of Cedarville College.

It is absolutely imperative that Cedarville College shall have an Expansion and Endowment Fund of $200,000.

This amount can be raised if our people will rally at once and unitedly work for the accomplishment of this task.

We kindly request that you read carefully this booklet and then decide in a generous way what portion of the amount you will assume. If every friend of the College will do his part, the entire amount will be readily provided.

Other colleges have, during recent years or months, raised liberal sums for expansion and endowment purposes. Our people must do the same for their institution of learning.

Our young men and women have a right to the very best in the educational world. No Christian College should stand higher than Cedarville.

PRAY----THINK----ACT----NOW IS YOUR TIME.

Yours for our Beloved College,

Rev. Homer McMillan, D.D.,
Rev. David McKinney, D.D., LL.D.,
James H. Creswell,
S. C. Wright, A.B.,
Oscar L. Smith,
Hon. H. E. Bradfute, B.S.,
Rev. J. Alvin Orr, D.D.,
W. R. McChesney, D.D.,
Walter C. Iliff,
George H. Hartman,
William Conley,
William J. Alford,
F. A. Jurkat, LL. D.,
Howard B. Ward,
M. I. Marsh, M.D.,

Board of Trustees.

THE FIRST BUILDING OF CEDARVILLE COLLEGE. HERE IS WHERE THE COLLEGE ORIGINATED SEPTEMBER 19TH 1894

Origin of the Movement

"AT A BOOSTER meeting which filled the Opera House May 20th when the Alumni and citizens of Greene County and other friends spoke, action was taken, in substance as follows: It is the conviction that Cedarville and community should, and can, raise at least $200,000 for equipment of Cedarville College.

The Board of Trustees met, and feeling that new life and larger days are at hand, the Board was enlarged to fifteen members. The Alumni Association also feeling that new life and larger days are at hand, took the following action which was confirmed at the annual business meeting with regard to the campaign:

"Resolved, That the Alumni of Cedarville College at the annual banquet of the Alumni approve the action of the Association Committee setting up the objective of $100,000 as our portion for the enlarged program of Cedarville College to be used largely for endowment; and that we authorize our Association Committee to project this campaign and pledge ourselves to give our very best efforts to the attainment of this end." The Reformed Presbyterian Church has already pledged $25,000 and one of our Alumni has "pledged himself" for $10,000, thus you see we have an encouraging start.

The Present Crisis

WITHIN the past few months conditions have developed which demand that a general movement be inaugurated to provide needed buildings and an increased Endowment to prevent the College from going to a neighboring city and thus largely lose its present spirit and usefulness to the community, Greene County and the Church in general. Unless these Buildings and Endowment shall be provided Cedarville College cannot be rated by the State Association Institution.

What is Meant By An Association College

IN ORDER to be accredited in the State, a College must meet at least the following requirements:

1. Buildings and equipment to the value of $100,000.
2. A library of not less than 10,000 volumes in addition to public documents.
3. A Faculty of at least six professors giving their entire time to work of a college grade and not to exceed 15 hours a week apiece.
4. An Endowment Fund which yields an income of not less than $10,000 a year.

CEDARVILLE COLLEGE LIBRARY. THE GIFT OF ANDREW CARNEGIE, 1905

Need of Expansion and Endowment

CEDARVILLE College needs the endowment asked for in order to become an Association College.

Cedarville can become an Association College if our people will help. OUR ONE NEED IS THE FUND OF $200,000. One of the chief Inspectors of the Department of Public Instruction made an investigation of Cedarville College not very long ago. In his report he closed with these words, "Cedarville has one of the best little colleges that I know, but in a very short time it must have more equipment, and at least two of its departments must be divided, making four instead of two."

Cedarville College has, even now, a large part of the physical equipment of an Association College. The Institution has a distinct asset in her President, Rev. Wilbert R. McChesney, A. M., Ph.D., D.D., a man of adequate preparation, great enthusiasm and devotion, entire honesty and ability. There is little doubt that the $200,000 will be secured, and when it will have been realized, Dr. McChesney will be in a position to meet other standard requirements, and he is fully disposed to do so.

Though Cedarville College is not a great distance from the goal of an Association College, still it must press forward, and at once. Let us be very serious; to delay will mean a loss, and possible disaster. The realization of the $200,000 means a permancy, a larger student body and a stronger force of workers to send forth each year.

No College is Self Supporting

NO ASSOCIATION College is self-sustaining. The tuition which a student pays amounts to only about one-fourth the full amount that it costs the College to provide the course of study for him. The difference between the tuition and the actual cost is met in State Schools by taxation; and in private schools by free will offerings or by the income from a permanent endowment fund. If the student were compelled to pay the full cost of his education, many of the very best students, the men and women who work their way through college, and who afterwards form the backbone of our scholarization, would be deprived of the advantages of a college education.

Cedarville College stands for clean cut, upright manhood and womanhood. Her students have made good in the work for which the Institution prepared them. Now is the accepted time to place Cedarville on the same footing and in the same class with the standard colleges of the country. We are confident that our people have pride enough in this institution to properly equip and endow it so that Cedarville shall be able to offer the same advantages offered by standardized institutions.

We stand face to face with a crisis in our educational work. Our plans are ahead of many institutions that are now rated as standard. Our location is unexcelled. Our Faculty is well prepared. The hundreds of students who have attended our college stand for the higher type of American manhood and womanhood. The one task now before us is to provide Cedarville College with a sufficient Expansion and Endowment Fund to properly operate an "up-to-date" institution. This simply means that she MUST have at least $200,000.

Should We Cease Work On Account Of the Times?

A DEPRESSING time is upon us. We are in the period of of an industrial crisis. The tendency is to grow despondent and to abandon Christian endeavor. This we must not do. That we should be economical is evident, but we can also stand by the work which is preparing young men and women for the gigantic task of reconstruction after this brief period of depression, and also for the divine work of preparing the world for the coming of its rightful Ruler, the King of Kings.

THE GRAVE DANGER is, that if we do not push ahead now with all possible speed, the life of our College will be imperiled. At a meeting recently held in a neighboring State for the purpose of rallying the people to raise an Endowment for a college, the President of the College said, in substance: "Among all the grand and notable institutions of which our country boasted at the beginning of the depressing times which swept over our country in 1894, I believe I may safely say that not one survived except the endowed college." This means that in the stress of the times the colleges that were not permanently endowed—perished.

Whatever we do for Cedarville College must be done NOW—and done quickly. If we press forward NOW and do our work in a whole-hearted manner, the results will be great in the saving of our Institution which is essential **to the welfare** of our youth.

Output

THE WORLD needs honest, upright men and women in business. Many young men and women have received training in our College; lawyers, doctors, merchants, farmers, teachers, clergymen—in fact, they are in nearly all the various vocations and are a force for righteousness in their community. This will indicate the output. Shall the work cease for the lack of sufficient support? This movement for an Expansion and Endowment Fund MUST enlist the interest of not only the Alumni and friends everywhere, but especially of every citizen in Greene County. We ask them all to unite at this time in raising the desired amount of money. They can do it if they choose to do so, and surely they will not forsake Cedarville College in this, her hour of need—and her need is your need.

Advantages of An Association College

THE LAW of Ohio and many other States provides that the Superintendent of Public Instruction may grant to graduates of an Association College a high school teacher's certificate without examination. This is an advantage to those who desire to teach, and it is an incentive to the student to attend an Association Institution. On account of the laws and regulations many colleges have either been closed within the past few years or have united with other institutions, or they are struggling along in an unrecognized, unstandardized condition.

A PORTION OF CEDA

LE COLLEGE CAMPUS

PRESIDENT REV. WILBERT R. McCHESNEY, AM., PH.D., D.D.

In order that the needs of the Cedarville College may be placed before you authoritatively, there follows an extract from a report of the President, setting out concisely what the Institution must have to enable her to do efficiently the work she is expected to do.

The Needs of Cedarville College

"CEDARVILLE College does not exist for herself; nor does any absolutely free untrammelled democratic institution. She can only exist and can only have existed for this quarter of a century because she serves the people. The Institution is only an organization for the spending of those gifts entrusted to her for the higher educational good of the part of the country she serves. Cedarville College has no selfish purpose or aim of her own to accomplish, no propaganda to perpetuate or stimulate; no party or division of the people to please or displease. Those men who are associated in the management and direction give of their time and ability for little or no financial return, as in the case of the Board; or for an admittedly inadequate remuneration, as in the case of the teaching staff. Surely then, Cedarville College does not exist for herself. She will be lost to Cedarville unless the funds are forthcoming which will make it an Association College. In asking for money, she but says to you: 'Our power to save or standardize Cedarville College is determined by what we get.' It is our part to tell you what is the cost of saving her and it is your part to give it. The College is only a limited reservoir and only as much can be taken out of it as has been put into it.

"The community in which the Institution is located has proved that it produces a breed of students, scholars, and leaders of thought second to none, indeed it has become almost a by-word. The youth of our community must, then, deserve the best facilities for the best kind of education that can be offered, and it is the duty of their parents, that is, of the public in a democracy such as ours, to provide these. It ought to be galling to our proper pride and a shame to ourselves if our sons and daughters have to go away from Cedarville for any part of their education except for certain highly specialized advanced post-graduate courses. Cedarville College need, therefore make no apology for appealing to the people for all the money needed to retain it in Cedarville and to make it an Association College, that is, to equip it to meet the needs of young men and women wishing to prepare themselves for any walk in life.

"So much is needed that an inventory of all our needs might appear somewhat extreme, but if we could be given immediately all we need, perhaps we could not apply it judiciously. A college must grow by stages and I propose to give a list of those things which we need most, and which we can provide immediately if we have the necessary fund. This is the first stage of needed growth, and the need is serious and absolute.

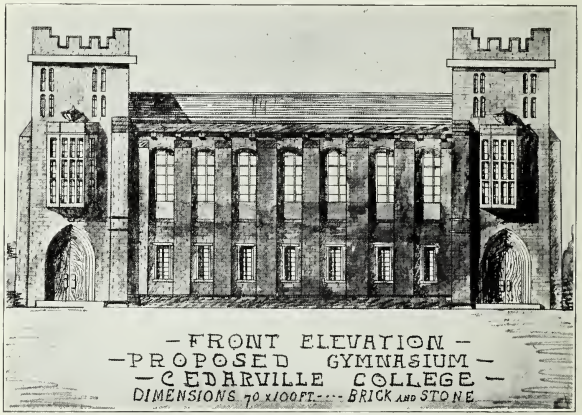
"That the College will be lost to Cedarville and thus largely lose its present spirit and usefulness is certain unless we properly endow it—and endow it NOW.

"In the forefront of these immediate needs, I put the increase of endowment necessary to enable us to increase salaries by a reasonable per cent. It is very obvious and a

serious fact that without the increase in salaries the quality of the professorate will deteriorate and the students and the people get a correspondingly inferior quality of instruction, a thing which cannot be considered for a moment. It is well to recall here that the cost of educating a student is three to four times what he pays in fees for his education. To maintain the standard of education which Cedarville has given in the past, requires then the increased endowment asked for. To broaden its curriculum and to provide instruction in new departments demanded by the public requires still further endowment.

"So far I have spoken only of the requirements to retain the College for Cedarville and strengthen the teaching power which is, of course, most important. But buildings to work in and convenient and comfortable quarters for the students to live in and the facilities for the activities of student life outside the classroom are essential elements of successful and sound education. On account of the housing conditions in Cedarville, the College has been confronted with the problem of properly housing its students. Heretofore they have not had the proper advantages. The Institution cannot hold its place in the educational world and allow such conditions to continue."

"A gymnasium or general athletic and social building for the students should be the first building of this nature to be erected. There is absolutely no provision now worth mentioning of this kind. We have learned by experience the essential value of physical training. Practically all Association Colleges have made physical exercise of some form com-



pulsory for every student. A modest equipment today would cost $75,000; but for approximately half this sum a useful beginning might be made. This would call for the immediate provision of about $40,000.

"Equally necessary is a Dormitory and a center for the use of the women students; one that will house all of them and provide the needed public rooms and allow for expansion, will cost about $40,000.

"Another building in the forefront of our needs is the Science Hall to house the various laboratories, Chemical and Biological, and Geological Museum, Class rooms, Lecture rooms and Reference Library. At the present time the congested condition necessitates the continuous use of the laboratories from early morning till late at night (and under very unhealthy conditions) to accommodate students taking these courses. The re-vamping of the present Science building will cost in the neighborhood of $20,000."

(Signed) W. R. McCHESNEY,
President.

An Opportunity And a Privilege

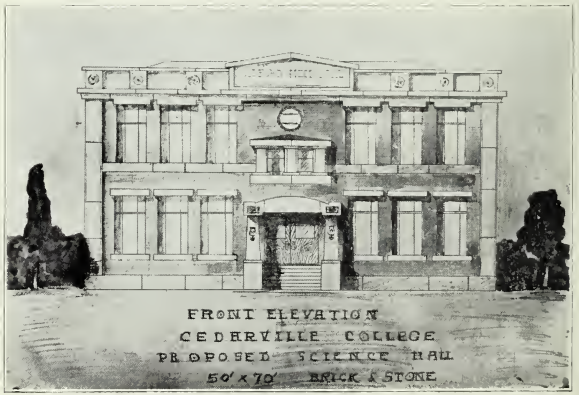
THE WORLD is settling down after the greatest conflict in the history of mankind—greatest in the principles around which the conflict raged, and greatest in the consequent upheaval and new cleavage. Reconstruction is essential in every direction. Mankind is at the parting of the ways, and it looks to its leaders for counsel and direction.

If, at this crisis, our educational institutions fail, where shall we look for the guidance we need? It is their special function to maintain the highest ideals, to keep alive the faith of man in the conquering power of liberty, justice and righteousness; and to see to it that no boy or girl longs in vain for an education. Colleges must take on greater activities than ever before, and for that purpose they must have greater revenues.

Cedarville faces this new era, with limitless possibilities opening up every day. Shall she be handicapped in her work for lack of funds? It does not seem credible that she should. She has made a proud record in scholarship. She has kept alive her ideals during the quarter of a century, and, when the great struggle came, when the powers of Right battled against the powers of Might, Cedarville sent forth her sons and daughters to make a record surpassed by none. Battle-scarred but victorious, she makes her appeal to all her remaining sons and daughters wherever they may be, to send her out into the future equipped to do such work that lustre may be added to the crowns already won by those who, remembering her teachings, gave all they had, even unto life itself, in defense of noble principles. It is Cedarville's hour. Shall it pass unredeemed?

Cedarville's name is written large in the story of America. She has left her imprint upon nearly every department and activity of our national life. She has nurtured preachers, teachers, lawyers, doctors and business men who have had an influential voice in shaping the destinies of our country. She has stood through the years for humane, broad and liberal education. She has played a noble part in the sacrifice of war and in the duties of peace. The past is an inspiration. She looks now to the future. Inspired by the ideals of her founder and her benefactors she is facing the imperative demands of the new day with high courage and an ardent desire to serve the common weal.

YOURS IS THE PRIVILEGE AND THE DUTY TO HELP TO WIDEN HER OPPORTUNITY FOR PUBLIC SERVICE.



THE HERALD PRINT, CEDARVILLE, OHIO

CEDARVILLE COLLEGE

Two Hundred Thousand Dollar Expansion and Endowment Campaign

Liberty Bonds Accepted at Par Value.
Make all Checks Payable to Treasurer of Cedarville College Campaign Fund.

THE INCOME TAX AND EDUCATIONAL GIFTS

By reason of the Federal Income Tax Law individuals may purchase the satisfaction of making gifts for educational purposes, such as to Cedarville College at a material discount—the larger the donor's income the greater the discount. The law permits an individual to deduct from his taxable income the aggregate amount of his gifts made during the year for such charitable and educational purposes as the law specifies, including such a gift as one to Cedarville College up to 15 per cent. of his net income before deducting the gifts.

If the contemplated gift exceeds the amount so deductible in any one year it may be made in the form of a promise to pay annual installments over a period of several years so that the doner will be able to enjoy the permitted deduction on his tax report in such year.

The gift may be made in securities, and under the rulings of the Commissioner of Internal Revenue the donor may make his deduction on the basis of the full market value of the securities at the time of the gift.

Furthermore, if such market value is greater than the cost of the securities, the donor would not, unless the present rulings of the Commissioner are changed, be obliged to return as income the amount of such increased value, as he would be if he sold the securities.

Cedarville College could immediately sell the securities as such market value without incurring any tax obligation and would not, therefore, be obligated to carry such securities should they not be regarded as proper trust investment.

For illustration in convenient form the following table has been prepared showing the effect of the Income Tax on deductible gifts. In the table the income is as assumed to be subject to the normal and surtax and the tax is calculated on the basis of a $2,000 personal exemption.

If your income is	$	10,000.00	and you give	Cedarville	$	1 500.00	it will cost you only	$	1,335.00
" " " "		12 000.00	" " "	"		1,800.00	" " " " "		1,584.00
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